



# Christopher (C.J.) Fay

## EXPERIENCE

**Apex Tool Group / Danaher Tool Group | Sparks, MD | 2008 – Current**

***Digital & Brand Sr. Marketing Manager* | 2015 - Current**

- Spearheaded all digital efforts for the organization and served as an advisor to domestic and global colleagues. This included web design, authoring, launch, and ongoing enhancements. In addition email marketing, social media marketing, eCommerce, and video creation.
- Increased sales by 25% while improving the overall user experience by championing the successful launch of an international award-winning website, GEARWRENCH.com. This included 21% increase in new organic users, 22% in average session duration, 52% reduction in bounce rate, and 61% reduction in average load time.
- Pioneered our email marketing strategy including content creation, copywriting, UTM tracking, and A/B testing all of which accounted for a +3,000% increase in contacts, and a +17% in open and click-through rates.
- Directly managed all digital marketing efforts for the GEARWRENCH brand as well as partner relationships to grow to 2.6B Impressions(+216%), 88% Net Sentiment, and +1M Social Media followers.
- Directly contributed to over \$7M in sales by leading and executing all 5 steps of video production (1: Idea Development, 2: Scripting, 3: Production, 4: Post Production 5: Marketing & Distribution) with product and brand teams to create 500+ videos that engaged the viewer in the key features and benefits.

***Ecommerce Sr. Marketing Manager* | 2012 – 2015**

- Initiated and led a where-to-buy structure for 2 websites, 15 online sellers, 7,000 products, and 9,000 local sellers that have accounted for +148% in click-throughs, +168% in sales, and +300% in where-to-buy impressions.
- Grew Amazon and The Home Depot eCommerce business by 70% resulting in an additional \$9.8M (over 4 years across 17 different brands).
- Launched 12 different branded websites that increased sessions and new users by +27% while simultaneously building a social media audience from scratch. Increased audience to 500K+ generating 241M impressions with zero budget in one year.

***Marketing Manager* | 2008 – 2012**

- Led cross-functional teams to manage promotions, sales and forecast analysis, content management, merchandising, project management, and account strategy for multiple customers valued at over \$372M annually.
- Managed 12 vendors to conduct strategic plans on a daily basis. Increased sales for one customer by launching over 500 SKUs and merchandising signage for over 40 feet of products, in just 4 months

📍 New Market, MD 21774

☎ 410-804-2945

✉ [cjfay7@gmail.com](mailto:cjfay7@gmail.com)

[www.cj-fay.com](http://www.cj-fay.com)

[www.linkedin.com/in/c-j-fay/](https://www.linkedin.com/in/c-j-fay/)

## SUMMARY

Talented professional with a demonstrated record of success in digital and brand marketing management and campaign development. Proven success in driving outstanding projects and overseeing all stages of initiatives, overcoming obstacles, and promoting products with innovative and forward-thinking approaches. An award-winning leader with solid communication and relationship-building skills.

## SKILLS

- Digital Marketing Strategy
- Web Design
- Email Marketing
- SEO Strategy and Execution
- Marketing Plan Development
- Copywriting
- Brand Messaging
- Social Media Strategy
- Lead Generation Campaigns
- eCommerce
- Product Promotion
- Project Management
- Database Management

- Promotional Events
- Reporting & Analytics
- Adobe Creative Suite
- Video Production
- Hosting/Emceeing
- Google Analytics
- Content Curation
- Brand Development
- Vendor Management
- Merchandising
- Event Planning
- Design & Conduct Research
- Detail-Oriented
- Relationship Building

## VOLUNTEERING

- Board of Directors | Marketing & Communications Chair; Board Governance - Northern Arizona University - 2016-2019
- Communication Specialist | NAU Alumni Washington D.C. Chapter - 2017 - 2019
- Mission Director | Germany Mission - Damascus Road Community Church - 2015 - Present
- Community Advocate | Second Chances Garage - 2018 - Present

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creating annual incremental sales of \$19M.

- Pioneered the first successful, multi-metropolitan, store blitz. Managing the strategic logistics for 6 teams, at 70 stores, in 2 days. While also creating the MarCom materials for product knowledge and point-of-sale aids for team and store associates, resulting in \$7.6M in incremental sales.

## Newell Rubbermaid | Amerock | Columbia, MD | 2005 – 2008

### *Product Manager*

- Developed and executed a comprehensive plan for the profitable management of pricing, product positioning, gross margins, collateral materials, and point-of-purchase materials for a business worth \$95M annually.
- Responsible for the product development of a new line of opening price point products with annual revenue of \$15M+ and a product catalog of over 350 items.

## Ryan Homes, NVR Inc. | Frederick, MD | 2004 – 2005

### *Sales & Marketing Representative*

Sold a wide range of new home construction products including single-family, town, and condominium homes ranging in sales price from \$200K to \$1M.

## Newell Rubbermaid | Wooster, OH / Portland, OR | 2002 – 2004

### *Associate Product Manager* | 2003 – 2004 | Wooster, OH

Led the product development of 2 product categories with annual sales of +\$75M for 400 items while increasing product delivery time by +280%

### *Field Sales & Marketing Representative* | 2002 – 2003 | Portland, OR

Recognized nationally by the company president as a top 10 sales territory for over 10,000 Newell branded products with 28% growth in sales.

## EDUCATION AND TRAINING

May 2002

### **Bachelor of Science**

Business Administration-Marketing/Web Development  
Northern Arizona University, Flagstaff, AZ

## AWARDS

- Acquia Engage Award Doers: Leader of the Pack Retail - 2022
- Craftsman Vendor of The Year Award - 2012
- Amerock - Step Up To the Plate Award - 2006
- Ryan Homes - Top Salesperson Award - 2005
- Rubbermaid President's Award - 2003
- Sigma Chi Balfour Award - SW Province & Chapter - 2002
- Northern Arizona University - Golden Axe Award - 2002